

MASTÈRE

COMMUNICATION

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RNCP TITLE NO. 42186

CERTIFYING BODY: ISCPA - IGS

REGISTRATION DATE: 04/30/2026

Post-Bachelor's
degree

 2-year program

 On the **Vichy** campus

Our Master's program in Omnichannel Communication Management is aligned with the RNCP Title No. 42186 framework. It prepares you to design, manage, and deploy an organization's overall communication strategy by orchestrating all communication channels – digital, physical, and relational – to ensure a consistent, seamless, and engaging experience for different target audiences.

Through this Master's program, you will develop the skills needed to analyze market trends, understand audience behavior, and leverage performance data to build integrated communication strategies. You will be able to strengthen a brand's visibility, build stakeholder loyalty, and support the organization's strategic objectives.

Our program prepares you for these responsibilities by providing you with the strategic, technical, and managerial skills essential to advance in omnichannel communication careers, within organizations of all sizes and across all industries, in France and internationally.



FULL-TIME OR WORK-STUDY PROGRAM



INTERNSHIPS AVAILABLE

Accessibility: IFIC's premises are equipped with an elevator.

Organizations dedicated to
employment, training, and
accessibility for people with
disabilities in the Allier and Puy-de-
Dôme regions

- Cap Emploi Allier / Cusset / Puy-de-Dôme
- MDPH 63
- Ressource Handicap Formation (RHF)
- Démarche H+ Formation

CONTACTS



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KEY INFORMATION

Application to be submitted 3 months before the start of the program, which takes place on September 22, 2025.

PREREQUISITES

- Hold at minimum a state-recognized Level 6 diploma (technical or university education), or have completed at least three years of study toward a state-recognized diploma or degree at a higher level (Level 7).
- Or hold a Level 5 diploma and have held responsibilities in the field of communication for at least three years during their professional career.

ADMISSION REQUIREMENTS

- Application review: Your CV, diplomas, and transcripts are carefully reviewed to assess your profile.
- Assessment: A communication culture test evaluates your knowledge and interest in the field.
- Interview with a member of CFA IFIC's management team: A conversation to better understand your motivation and career goals.

DURATION

20 months

HOURS

Mastère 1: 540 hours, Monday to Friday:

- 483 hours in-person
- 57 hours of methodology

Mastère 2: 540 hours, Monday to Friday:

- 483 hours in-person
- 57 hours of methodology

FEES

- Full-time: €7,700 (all taxes included) per year
- Work-study: €9,200 (all taxes included), covered by the OPCOs

PROGRAM OBJECTIVES

The Omnichannel Communication Manager designs, oversees, and deploys an organization's overall communication strategy by orchestrating all channels – digital, physical, and relational – to ensure a consistent, seamless, and engaging experience for target audiences. They analyze market trends, audience behavior, and performance data to define integrated communication strategies that strengthen brand visibility, build stakeholder loyalty, and support the organization's strategic objectives.



A true expert in the media and digital ecosystem, the Omnichannel Communication Manager coordinates actions across social media, web platforms, traditional media, events, and internal or external touchpoints. They align messages, content, and formats to ensure editorial and narrative continuity across all channels. In an environment marked by instantaneity, audience fragmentation, and a growing array of tools, they rely on data, generative AI, automation technologies, and CRM solutions to optimize the relevance and performance of communications.



The Omnichannel Communication Manager works across all industries and in organizations of varying sizes, in France and internationally. Their core mission is to build unified, high-performing, user-centered communication that creates lasting value for the brand and supports the organization's overall growth.



PROGRAM CURRICULUM

DEFINE AN OMNICHANNEL COMMUNICATION STRATEGY

1

- Develop a monitoring system using appropriate tools, including AI, to identify communication trends and sector-specific, societal, competitive, and technological developments affecting the organization and its industry.
- Oversee the digital data storage system for business documentation by defining an internal management system in coordination with the IT department, ensuring the long-term, secure preservation and accessibility of materials.
- Identify organizational challenges based on monitoring data, internal and external environment analysis, and target audience behaviors, expectations, and media habits, in order to anticipate market shifts and detect positioning opportunities and reputational risks.
- Identify key market influencers (media, analysts, opinion leaders, etc.) to establish a competitive landscape, notably by assessing their CSR commitment and ethics.
- Define a responsible omnichannel communication strategy aligned with company objectives, tailored to each target audience, incorporating relevant risks and business challenges (crisis communication, ethics, CSR, influence, sensitive communication, AI, etc.) and eco-communication principles, using impact measurement tools (carbon footprint, life cycle assessment) and low-environmental-impact media, in order to meet image, awareness, positioning, influence, or sales performance goals, and to promote a consistent, committed image regarding ecological transition.
- Establish a time-phased omnichannel communication roadmap that incorporates universal accessibility principles, in order to guide operational teams' activities while addressing the company's strategic challenges and deploying a responsible and ethical communication policy.
- Define the communication budget required to implement the strategy, demonstrating assertiveness and flexibility to reach a mutually satisfactory agreement with management.

PROGRAM CURRICULUM

OVERSEE THE DEPLOYMENT OF AN OMNICHANNEL COMMUNICATION STRATEGY

2

- Develop an operational communication plan incorporating channels, messages, timelines, and monitoring indicators, coordinating the production of materials and communication actions while adhering to brand guidelines, editorial standards, and regulatory requirements.
- Adjust the communication plan based on field feedback, performance indicators, and environmental changes (market, regulations, trends), ensuring consistency and complementarity of actions across all channels (print, digital, events, media, social media, international) to achieve set objectives.
- Oversee the operational implementation of the communication strategy by channel (press relations, influence, social media, events, partnerships, digital content, printed materials) using a project management approach, coordinating cooperation among internal and external stakeholders, developing processes, and establishing partnerships to maintain quality, cost, timeline, and regulatory standards while limiting environmental impact, in order to improve the company's competitiveness and offer a differentiated proposition.
- Anticipate the design of alternative strategic scenarios to optimize the adaptability and resilience of the communication strategy.
- Using performance indicators (KPIs) aligned with the strategic roadmap, develop dashboards to monitor team activity and customer data (satisfaction, repeat purchase rate, etc.), as well as social and environmental impact and behavioral tracking, in order to analyze the performance of implemented actions and, where necessary, implement appropriate corrective measures.
- Establish and monitor project budgets, taking into account all financial resources (partners, suppliers, tools, platforms) needed for the smooth execution of implemented actions, developing indicators and dashboards to analyze trends and, where necessary, propose adjustments in case of discrepancies.
- Define the editorial line and tone of communication for each channel in line with the previously defined overall communication strategy, ensuring graphic and editorial consistency with the brand guidelines, adapting messages and formats to multicultural contexts and accessibility needs, in order to optimize content for search engine optimization (SEO) and social media performance (SMO).
- Supervise the design and production of multichannel communication content, implementing validation processes and performance measurement to control the quality, compliance, and impact of the materials produced.

PROGRAM CURRICULUM

MANAGE A COMMUNICATION DEPARTMENT TEAM

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- Organize the communication department by defining required tasks, appropriate job profiles, and participating in the recruitment and/or training of employees or the selection of external providers, while integrating CSR considerations (equal opportunity, disability inclusion, diversity, etc.), with the goal of engaging teams through effective management of the project.
- Determine the financial and technical resources needed to achieve set objectives, taking into account the budget allocated in the roadmap, in order to ensure project efficiency.
- Manage teams by uniting them around the company's vision, values, and strategy, defining individual and collective objectives, implementing innovative processes and clear communication and collaboration methods, and activating appropriate motivational levers, with the aim of fostering employee engagement.
- Monitor the achievement of objectives and measure team performance by conducting annual reviews and/or leading individual or group meetings (project tracking, problem-solving, information sharing, feedback, etc.), relying on KPIs, in order to adjust strategy, resources, planning, and work organization as needed to maintain team effectiveness.

DEVELOP INTERNAL AND ENGAGEMENT COMMUNICATION

- Define the internal communication strategy in line with the organization's overall strategy, analyzing challenges, target audiences, stakeholders, and the internal environment in order to define communication objectives, key messages, channels, and resources to be used.
- Design a strategic multichannel communication plan incorporating budget constraints, technological opportunities such as AI, and societal trends, particularly accessibility for people with disabilities.
- Encourage employees to become brand ambassadors (employee advocacy) by training them in influence techniques in order to increase the brand's reach.
- Develop employer branding strategies using HR data and AI to attract and retain key talent, and build influence partnerships by developing collaborations with opinion leaders to personalize relational approaches.
- Orchestrate press relations strategies by implementing media actions to optimize influence and manage reputation within the information ecosystem.
- Determine an engagement strategy through internal communication tools and internal events, in order to sustain the employer brand's image and employees' quality of life at work through meaningful experiences.
- Manage crisis communication situations by using monitoring tools and AI to anticipate and quickly respond based on sentiment analysis, in order to preserve the company's image while maintaining transparency and honesty.
- Manage institutional and media statements during crisis situations by using communication techniques adapted to the type of conflict and audience, in order to limit negative impact on brand image.

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PROGRAM CURRICULUM

MANAGE BRAND STRATEGY AND BRAND CONTENT

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- Define the brand strategy based on societal shifts (generational) and technological developments (AI) by developing new brand territory and narrative directions, in order to create differentiated positioning and a new value proposition.
- Develop a personalized brand content strategy (authentic and emotional) aimed at strengthening audience awareness, image, and engagement, by designing brand formats and messages tailored to audiences—including people with disabilities—as well as to channels and cultural contexts, in order to create an immersive brand universe with emotional, differentiated content that respects advertising ethics.
- Architect multichannel communication content across various platforms in an omnichannel manner, creating immersive storytelling for all communities and brand ambassadors to optimize brand visibility.
- Manage influence campaigns to unite and engage a community around the brand universe by identifying relevant profiles and negotiating collaborations, in order to authentically amplify the brand's territory.
- Evaluate the quantitative and qualitative effectiveness of brand content using performance indicators (awareness, engagement, conversion, emotion, preference), and measure emotional engagement using AI and neuroscience to optimize brand storytelling.
- Anticipate and manage narrative risks based on measured effectiveness by developing alternative content to protect brand image.
- Refine project management and monitoring based on results by formulating recommendations, consolidating processes, and adjusting strategy with the client, in order to ensure objectives are met and initiatives remain sustainable, within a continuous improvement approach.

PROGRAM CURRICULUM

MANAGE DIGITAL COMMUNICATION STRATEGY

- Conduct a comprehensive audit of the brand's digital ecosystems by analyzing internal and external factors to identify levers for transformation and optimization of digital performance.
- Analyze digital and AI-generated data to guide strategic decisions and improve campaign effectiveness.
- Define a digital strategy incorporating digital ergonomics principles and musculoskeletal disorder prevention in interface design, in order to meet the objectives of the overall communication strategy.
- Determine appropriate tools (SEO, SEA, social media, e-reputation, and display campaigns) and artificial intelligence solutions (chatbots, data-driven content, automation), ensuring ethics and GDPR compliance in the use of digital tools and AI, in order to optimize the overall communication strategy.
- Oversee the deployment of digital innovation by supervising:
 - the creation of large-scale content production workflows while ensuring ethical and legal compliance,
 - the creation of predictive algorithms to anticipate behaviors and automate new customer journeys,
 - in order to ensure the achievement of set objectives.
- Implement ethical AI governance within the organization by creating compliance frameworks and control processes to ensure the responsible use of technologies.
- Support organizational digital transformation by creating AI training programs and guiding the cultural shift toward an AI-driven organization, ensuring proper integration of tools by teams—including employees with disabilities—and achievement of set objectives.
- Measure the business impact of digital transformation by creating complex attribution models and value creation analyses to demonstrate the ROI of technology investments.
- Refine project management and monitoring based on results by formulating recommendations, consolidating processes, and adjusting strategy with the client, in order to ensure objectives are met and initiatives remain sustainable, within a continuous improvement approach.

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PROGRAM CURRICULUM

MANAGE EVENT COMMUNICATION PROJECTS

- Define an innovative experiential strategy based on event concepts, developing phygital environments using technologies (VR, AR, Metaverse), creating complex event productions through technology (AI, IoT, immersive experiences), and ensuring accessibility for people with disabilities, in order to create hybrid, adaptive, and personalized experiences that generate a memorable and lasting impact for the brand.
- Define multichannel content that fosters community engagement while incorporating budgetary, logistical, and technical constraints, in order to amplify and maximize the event's reach.
- Create multichannel experiential ecosystems consistent with internal or external communication strategy in order to meet strategic objectives.
- Organize multichannel experiential ecosystems ensuring consistency across all touchpoints and accessibility/adaptation for people with disabilities, in order to maximize brand engagement and recall.
- Manage resources by coordinating multidisciplinary teams while integrating emerging technologies to ensure the successful execution of the event's operational stages.
- Oversee tender processes, from drafting to contracting with service providers, in order to ensure the offer aligns with expected objectives.
- Support the client in the event project by presenting arguments for the various elements of the specifications and addressing objections in order to secure buy-in.
- Manage risks or crises related to complex events by anticipating critical scenarios and developing crisis management protocols adapted to reputational concerns, in order to ensure the smooth running of the event.
- Measure the success of the experiential event (attendance, satisfaction, press and digital coverage) using appropriate tools (AI, behavioral tracking, advanced analytics), in order to propose areas for improvement for future editions.
- Refine project management and monitoring based on results by formulating recommendations, consolidating processes, and adjusting strategy with the client, in order to ensure objectives are met and initiatives remain sustainable, within a continuous improvement approach.

MANAGE GRAPHIC AND VISUAL COMMUNICATION

- Define a creative concept aligned with the brand's identity and objectives, adapting the visual universe to technical, budgetary, and regulatory constraints while incorporating graphic, technological (AI), and sociocultural trends into the creations.
- Determine a disruptive creative signature using technologies, particularly generative AI, while preserving the brand's authenticity and ensuring its adaptability across different media and contexts.
- Develop a graphic charter and creative workflow ensuring aesthetic and creative consistency across materials, in order to improve efficiency in producing communication materials and strengthen brand image.
- Optimize an editorial line by incorporating visual, technological, and interactive innovations to enhance user experience and visual impact.
- Create UX/UI experiences by integrating design thinking and behavioral AI to rethink brand-user interactions.
- Supervise the production and visual adaptation of content across different formats and media by coordinating internal creative teams and external service providers, in order to ensure smooth communication with other departments and control the quality, consistency, and compliance of deliverables against the graphic charter and creative concept.
- Implement impact measurement systems using appropriate tools (AI, behavioral testing) to optimize aesthetic and emotional effectiveness.
- Refine project management and monitoring based on results by formulating recommendations, consolidating processes, and adjusting strategy with the client, in order to ensure objectives are met and initiatives remain sustainable, within a continuous improvement approach.

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PROGRAM ASSESSMENT METHODS

A certificate of competencies attested according to the assessment methods described will be issued to each candidate upon successful completion of a skill block. Each block is assessed and contributes to the holder's overall skill portfolio.

- When all blocks have been successfully completed (all assessments organized for each block having been passed), the full certification title is awarded.
- A learner holds partial certification when validation is achieved for only some blocks, or when the skills for certain blocks are not proven/validated. They must complete the validation of the remaining blocks in order to obtain the "Director of Image and Communication Projects" title.



The certification is permanently valid, whether obtained through initial training, continuing education, an apprenticeship contract, a professionalization contract, or a VAE (Validation of Prior Experience) process.

In the event of deferral, the certification candidate is given a timeframe set by the national jury to address its recommendations. This timeframe allows the candidate to reapply once ready.

Any candidate who has partially validated the certification may submit a new validation file to appear before the National Jury in order to obtain the full professional certification. In certain cases, the jury may set a minimum waiting period before the candidate can reapply.

The candidate is issued an attestation indicating their level of validation for the skill blocks.



Our school is certified



La certification qualité a été délivrée au titre des catégories d'actions suivantes:

ACTIONS DE FORMATION

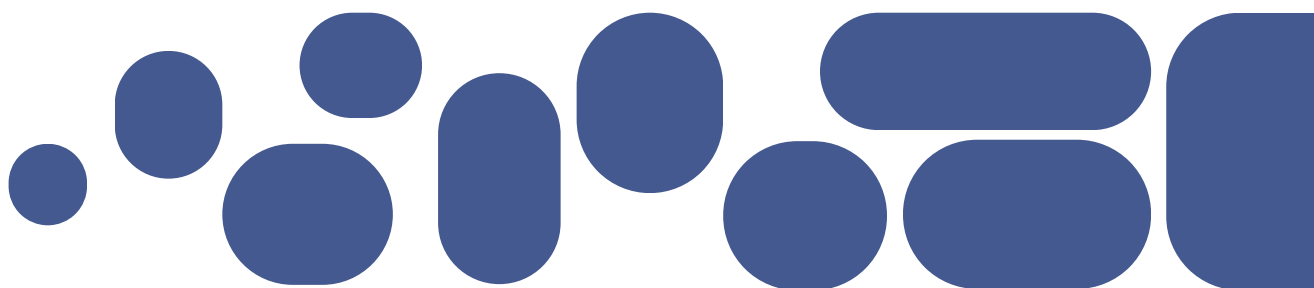
ACTIONS DE FORMATION PAR APPRENTISSAGE

What is Qualiopi?

This recognition guarantees the quality of our programs and services, meeting the **rigorous criteria** of the national RNCP framework.

Qualiopi attests to our commitment to providing **quality support** to our students and partners.

This certification reinforces our commitment to **excellence** and demonstrates our **professionalism** in education and training.



WHAT'S NEXT?

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BACHELOR JOURNALISM

Journalist

Radio host

Copy editor

Freelance journalist

BACHELOR COMMUNICATION

Communications officer

Community manager

Event project manager

Event project manager

MASTÈRE COMMUNICATION

Communications director

Communications consultant

Press relations officer

International brand manager

MASTÈRE JOURNALISM

Specialized journalist

Communications director

Editor-in-chief